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Do's and Don't's in Doing Business Overseas

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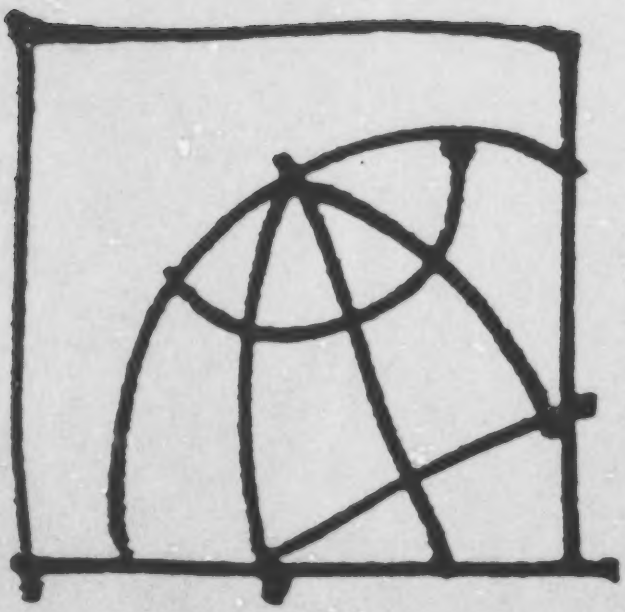

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Agricultural Trade and Marketing Information Center

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Do's and Don't's in Doing Business Overseas

Different styles of doing business overseas vary to a great extent from country to country. The Business Community is aware that doing business can be a complicated activity between individuals or groups from the same nation, consequently it is even more complicated across different cultures. Lack of understanding of the cultural variables can prevent business firms from accomplishing their objectives, weaken their position in the global market place, and even lead to failure.

Competition in the international markets is an important reason for U.S. companies to consider and heed cultural variables and learn foreign languages. U.S. business executives who pay little or no attention to cultural differences, will learn soon enough that culture affects global marketing and also determines what are perceived as desirable and recommendable attributes of a product.

Taking time to learn about the culture of a country before doing business there, can only be beneficial to the business community.

This *Agri-Topic* has been developed to provide source of information to the business, marketing and trade community, and those interested in the cultural aspects of international business.

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Going International, Inc. 302 23rd Avenue, San Francisco, CA 94121. (415) 668-4200.

Institute for Intercultural Studies. c/o Sloane and Hinshaw, 145 E. 74th Street, Suite 1C, New York, NY 10021. (212) 737-1011.

International Society for Intercultural Education, Training and Research. c/o Adriana Arzac, Ph.D., 733 15th Street, NW, Suite 900, Washington, DC 20005-2112. (202) 737-5000. FAX (202) 737-5553.

International Training Associates of Princeton. 300 North Harrison Street, Princeton, NJ 08540. (609) 921-1446.

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